



6th International Research Meeting in Business and Management (IRMBAM-2015)

2-3 July 2015

IPAG Business School Nice - France

<http://ipag-irm.sciencesconf.org/>

Welcoming Note

It is our great pleasure to cordially welcome you to the 6th International Research Meeting in Business and Management (IRMBAM-2015, July 2-3, 2015, Nice, France), which is this year jointly organized by the Groupe ESC Troyes, the IPAG Business School, and the University of Nice Sophia Antipolis.

As it becomes a tradition, this conference aims at bringing together international scholars, practitioners and policymakers sharing interests in the broad fields of management including banking and finance, entrepreneurship, management strategy, marketing, accounting, and applied economics. It also provides, through special sessions and regular tracks of academic research, a forum for presenting new research results as well as discussing current and challenging issues of the world economy that scholars are trying to solve.

We are very much honored to have, this year, three outstanding Guest Keynote Speakers – Prof. David Audretsch (*Indiana University, United States*), Prof. Meziane Lasfer (*Cass Business School, United Kingdom*), and Prof. Christine Mallin (*Norwich Business School, United Kingdom*) – three of the world's leading researchers in the area of entrepreneurship, finance, and governance. We would like to express our sincere thanks to them for participating in and supporting this scientific event.

We would like also to extend our appreciation to all those who submitted, reviewed competitive papers, and who participated in the program as paper presenters, session chairs, discussants, and attendees. Special thanks also go to Scientific Committee members whose contribution is significant to the profile and merit of the conference. Our special thanks go to Prof. Jean-Michel Sahut (Editor-in-Chief of *Revue Gestion 2000*), Prof. Leo Paul Dana (Editor-in-Chief of *International Journal of Entrepreneurship and Small Business*), Prof. Carolyn Strong and Prof. Nigel F. Piercy (Editors-in-Chief of *Journal of Strategic Marketing*), and Prof. Bachir Mazouz and Prof. Patrick Cohendet (Editors-in-Chief of *Management International*), who have agreed to publish special issues of research papers presented at the conference. We also thank Prof. Leo Paul Dana (Editor of *International Journal of Business and Globalisation*), Prof. Jim Jawahar (Editor of *Career Development International*), and Prof. Thomas Lagoarde-Segot (Editor of *Research in International Business and Finance*), who agreed to publish a number of selected conference papers in the regular issues of their journals.

We are finally grateful to the organizing committee members at the IPAG Business School, the Groupe ESC Troyes, and the University of Nice Sophia Antipolis for their excellent work and efforts.

We firmly believe that you all will have an intellectually stimulating and productive conference.

Sabri Boubaker, Patrick Musso, Duc Khuong Nguyen, Frédéric Teulon
Conference Co-Chairs

CONFERENCE TOPICS

This **6th International Research Meeting in Business and Management** welcomes submissions in accounting, management, banking and finance areas for presentation. Accepted papers are scheduled in regular tracks of academic research according to the following tracks:

Track 1: Accounting/Financial Accounting

Track 2: Banking and Finance

Track 3: Entrepreneurship

Track 4: Management Strategy

Track 5: Marketing

Track 6: Business Ethics

Track 7: Logistics, Sustainable Development, and Circular Economy

Track 8: Information Systems

Track 9: Operations Research

Track 10: Theoretical and Applied Economics

Track 11: Economic and Management Issues in Southern Europe and Maghreb

KEYNOTE SPEAKERS

David Audretsch, *Distinguished Professor, Indiana University, United States*



David Audretsch is a Distinguished Professor and Ameritech Chair of Economic Development at Indiana University, where he also serves as Director of the Institute for Development Strategies. He also is an Honorary Professor of Industrial Economics and Entrepreneurship at the WHU-Otto Beisheim School of Management in Germany and a Research Fellow of the Centre for Economic Policy Research in London.

Audretsch's research has focused on the links between entrepreneurship, government policy, innovation, economic development and global competitiveness. His books include *Everything in its Place: The Strategic Management of Cities, Regions and States* with Oxford University Press in 2015 and *The Handbook of Local Competitiveness*, also with Oxford University Press in 2015. He is co-founder and co-editor of *Small Business Economics: An Entrepreneurship Journal*. He was awarded the 2001 Global Award for Entrepreneurship Research by the Swedish Foundation for Small Business Research. In 2008 he received an honorary doctorate degree from the University of Augsburg, and in September, 2010 he received an honorary doctorate degree from Jönköping University. In 2011 he was awarded the Schumpeter Prize from the University of Wuppertal.

He is a member of the Advisory Board to a number of international research and policy institutes, including Chair of the the Deutsches Institut fuer Wirtschaftsforschung Berlin (German Institute for Economic Analysis Berlin), Chair of the Stifterverband fuer die Deutsche Wissenschaft (Foundation for the Promotion of German Science), New York Academy of Sciences, the Swedish Entrepreneurship Forum, and the Jackstädt Centre for Entrepreneurship in Wuppertal, Germany.

Meziane Lasfer, Professor of Finance, Cass Business School, United Kingdom



Meziane Lasfer won a scholarship towards a master's degree and followed this up with accounting and corporate finance qualifications from the LSE and University of Bath. He joined the Business School in 1990. He has written extensively on Corporate Finance, Capital Markets and Corporate Governance issues. His research is widely reported in the financial press and was sponsored by the National Association of Pension Funds (NAPF), the Finance Lease Association (FLA) and the Institute of Chartered Accountants in England and Wales (ICAEW), the Chartered Institute of Management Accountants (CIMA) and various companies (e.g., BP, Donaldson's and Land Securities-Trillium). The outcome of his research is published in top academic journals such as *Journal of Finance*, *Journal of Finance and Quantitative Analysis*, *Journal of Banking and Finance*, *Journal of Corporate Finance*, *Journal of Business Finance and Accounting*, *Financial Management* and *European Financial Management*. Meziane was the Director of the MSc Finance programme, the PhD programme, and acted as Director of Research. He teaches Corporate Finance, Financial Analysis, Research project Management and Financial Economics to MBA, MSc and PhD students. In addition he taught executives in UK and abroad. His outstanding teaching performance led him to win the first Dean's Prize for Teaching Excellence in 1998, 2003, 2006 and 2008. He was visiting professor at HEC Paris, University Paris Dauphine, and University Paris XII Creteil.

Christine Mallin, Professor of Corporate Governance, Norwich Business School, United Kingdom



Christine Mallin joined Norwich Business School (NBS) in September 2012 as Professor of Corporate Governance; She is also the Head of the Accounting, Finance and Governance (AFG) Group. Prior to joining NBS, she worked at Birmingham Business School, University of Birmingham for 12 years where she was Professor of Corporate Governance & Finance, and the Director of the Centre for Corporate Governance Research. She began her academic career at the University of Nottingham in 1988 where she was also awarded my PhD in Finance. She subsequently lectured at Warwick Business School and in 1995 was appointed to her first Chair at Nottingham Trent University. She is a Fellow of the Institute of Chartered Accountants in England and Wales (ICAEW). She has undertaken a wide range of corporate governance research over the years and published widely in academic and professional journals.

She was a Director (2000-2006), and Chair of the Audit and Risk Management Committee (2004-2006), of the Aston Reinvestment Trust (chaired by Sir Adrian Cadbury) which was launched in 1997 as a pioneer of social investment and has become the leading local community finance initiative in the UK. From 2000-2007 she was the Editor of "*Corporate Governance: An International Review*" and remain on the Editorial Advisory Board. She is also a member of the Editorial Board of several other journals including the *European Journal of Finance*.

The fourth edition of her book 'Corporate Governance' was published by Oxford University Press in 2013. She was also the Editor of several books published by Edward Elgar: 'Handbook on International Corporate Governance'; 'International Corporate Governance: A Case Study Approach'; and 'Corporate Social Responsibility: A Case Study Approach'.

CONFERENCE CO-CHAIRS

Sabri Boubaker, *Groupe ESC Troyes en Champagne & University of Paris Est*
Patrick Musso, *GREDEG, University Nice Sophia Antipolis*
Duc Khuong Nguyen, *IPAG Business School*
Frédéric Teulon, *IPAG Business School*

SCIENTIFIC COMMITTEE

Akram Al Ariss, *Toulouse Business School, France*
Fouad Ben Abdelaziz, *NEOMA Business School, France*
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Bonnie Buchanan, *Seattle University, USA*
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Georgios P. Kouretas, *Athens University of Economics and Business, Greece*
Ali M. Kutan, *Southern Illinois University, USA*
Thomas Lagoarde-Segot, *Kedge Business School, France*
Bachir Mazouz, *University of Quebec, Canada*
Michael McAleer, *Erasmus University Rotterdam, Netherlands*
Gerard McElwee, *University of Huddersfield, UK*
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Jean-Michel Sahut, *IPAG Business School, France*
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Benoît Sévi, *Grenoble University, France*
Eric Strobl, *Ecole Polytechnique, France*
Carolyn Strong, *Cardiff University Business School, UK*
Ariane Szafarz, *Université Libre de Bruxelles, Belgium*
Frédéric Teulon, *IPAG Business School, France*
Loredana Ureche-Rangau, *University of Picardy, France*
Adel Ben Youssef, *University Nice Sophia Antipolis, France*
Janis Zaima, *Silicon Valley's Business School, USA*

ORGANIZING COMMITTEE

Serge Amabile, *CERGAM, Aix-Marseille University*
Dominique Bonet, *IPAG Business School*
Sabri Boubaker (co-chair), *Groupe ESC Troyes en Champagne*
Samira Demaria, *GREDEG, University Nice Sophia Antipolis*
Khaled Guesmi (Letter of Invitation), *IPAG Business School*
Gregory Heem, *GREDEG, University Nice Sophia Antipolis*
Asli Kozan (General Inquiries), *IPAG Business School*
Dorra Najar (Registration Issues), *IPAG Business School*
Duc Khuong Nguyen (co-chair), *IPAG Business School*
David Moroz, *Groupe ESC Troyes en Champagne*
Patrick Musso (co-chair), *GREDEG, University Nice Sophia Antipolis*
Bruno Pecchioli, *Groupe ESC Troyes en Champagne*
Isabelle Petit, *IPAG Business School*
Marie-José Scotto, *IPAG Business School*
Sophie Pommet, *GREDEG, University Nice Sophia Antipolis*
Nadia Sghaier (Certificate of attendance), *IPAG Business School*
Frédéric Teulon (co-chair), *IPAG Business School*

PUBLICATION OPPORTUNITIES

The IRMBAM-2015 is organized in partnership with seven internationally established journals that will publish either special issues of conference papers or a selection of high-quality papers presented at the conference (*see more details at the end of the document*).

- Special issue of [Gestion 2000](#)
- Special issue of [International Journal of Entrepreneurship and Small Business](#)
- Special issue of [Journal of Strategic Marketing](#)
- Special issue of [Management International](#)



Authors of the papers accepted for presentation at the conference are encouraged to submit their work to the following supporting journals:

- [Career Development International](#)
- [International Journal of Business and Globalisation](#)
- [Research in International Business and Finance](#)

CONFERENCE VENUE AND PRACTICAL INFORMATION

IPAG Business School

4 Boulevard Carabacel, 06000 Nice, France



The Program at a Glance

Thursday, July 2, 2015

08:00 - 09:00 **Registration & Coffee**

09:00 - 09:30 **Welcome and Opening Remarks**

Welcome notes

Amphitheatre New York

Sabri Boubaker, *Professor of Finance at Champagne School of Management (Groupe ESC Troyes), Conference Co-Chair*

David Moroz, *Professor and Director for Research, Champagne School of Management (Groupe ESC Troyes)*

Patrick Musso, *Professor of Economics, University of Nice Sophia Antipolis, Conference Co-Chair*

Duc Khuong Nguyen, *Professor and Deputy Director for Research, IPAG Business School, Conference Co-Chair*

Frédéric Teulon, *Professor and Director for Research, IPAG Business School, Conference Co-Chair*

09:30 - 10:30 **Keynote Address**

The Role of the University in the Entrepreneurial Economy

Amphitheatre New York

Professor David Audretsch, *Distinguished Professor, Indiana University, United States*

10:30 - 11:00 **Coffee Break**

11:00 - 12:30 **Parallel Sessions**

A1. IPAG-INSTI7: Workshop on “New Financial Reality” I

Amphitheatre New York

Chair: **Bertrand Candelon**, *IPAG Business School, France*

A2. Banking and Finance I – Regulatory Risk Management	Room Palermo, Ground Floor
Chair: Pascal Francois , <i>HEC Montréal, Canada</i>	
A3. Management I	Room London, 3rd Floor
Chair: Francesco Montani , <i>Université de Sherbrooke, Canada</i>	
A4. Banking and Finance II – Corporate Finance and Governance I	Room Dublin, 3rd Floor
Chair: Bruno Pecchioli , <i>Groupe ESC Troyes, France</i>	
A5. Banking and Finance III – Islamic Finance	Room Warszawa, 3rd Floor
Chair: Rodney Wilson , <i>International Centre for Education in Islamic Finance, Malaysia</i>	
A6. Marketing I	Room Berlin, 3rd Floor
Chair: Thierry Delecolle , <i>ISC Paris Business School, France</i>	
A7. Entrepreneurship I	Room Kopenhag, 3rd Floor
Chair: Agnieszka Kwapisz , <i>Montana State University, United States</i>	
A8. Theoretical and Applied Economics I	Room Roma, 1st Floor
Chair: Gwenaël Piaser , <i>IPAG Business School, France</i>	

12:30 - 14:00 Lunch Break

14:00 - 15:00 Keynote Address

Corporate Governance - Where Do We Go from Here?	Amphitheatre New York
Professor Christine Mallin , <i>Normich Business School, United Kingdom</i>	

15:00 - 15:30 Coffee Break

15:30 - 17:00 Parallel Sessions

B1. IPAG-INSTI7: Workshop on “New Financial Reality” II	Amphitheatre New York
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Chair: Bertrand Candelon , <i>IPAG Business School, France</i>	
B2. Accounting and Finance I	Room Palermo, Ground Floor
Chair: Aldo Levy , <i>CNAM, France</i>	
B3. Management II	Room London, 3 rd Floor
Chair: Claudine SchWeber , <i>University of Maryland University College, United States</i>	
B4. Banking and Finance IV – Mergers and Acquisitions	Room Dublin, 3 rd Floor
Chair: Ayse Yuce , <i>Ryerson University, Canada</i>	
B5. Banking and Finance V – Portfolio Management	Room Warszawa, 3 rd Floor
Chair: Guldem Gokcek , <i>New York University, United States</i>	
B6. Marketing II	Room Berlin, 3 rd Floor
Chair: Isabelle Aimé , <i>IPAG Business School, France</i>	
B7. Theoretical and Applied Economics II	Room Kopenhag, 3 rd Floor
Chair: Annabelle Mourougane , <i>IPAG Business School, France</i>	
B8. Management III	Room Roma, 1 st Floor
Chair: Damien Chaney , <i>ESC Troyes in Champagne, France</i>	

20:00 - 23:00 Gala Dinner

Friday, July 3, 2015

08:30 - 09:00 Registration & Coffee

09:00 - 10:00 Keynote Address

Recent Issues in Initial Public Offerings	Amphitheatre New York
Professor Meziane Lasfer, <i>Professor of Finance, Cass Business School, United Kingdom</i>	

10:00 - 10:45 Roundtable

Research Perspectives on Governance, Fraud & Ethical Finance	Amphitheatre New York
Chair: Jean-Michel Sahut, <i>IPAG Business School, France</i>	
Panelists: Prof. Meziane Lasfer (<i>Cass Business School</i>), Prof. Christine Mallin (<i>Norwich Business School</i>), Prof. Samir Saadi (<i>Telfer School of Management</i>), and Prof. Sabri Boubaker (<i>Champagne School of Management</i>)	

10:45 - 11:15 Coffee Break

11:15 - 12:45 Parallel Sessions

C1. IPAG-INSTI7: Workshop on “New Financial Reality” III	Room Palermo, Ground Floor
Chair: Bertrand Candelon , <i>IPAG Business School, France</i>	

C2. Workshop “Ethical Finance, Governance & Human Capital”	Room Paris, 2nd Floor
Chair: Jean-Michel Sahut , <i>IPAG Business School, France</i>	

C3. Banking and Finance VI – Corporate Finance and Governance II	Room Budapest, 2nd Floor
Chair: Sabri Boubaker , <i>Groupe ESC Troyes, France</i>	

C4. Management IV	Room London, 3rd Floor
Chair: Marie José Scotto , <i>IPAG Business School, France</i>	

C5. Marketing III	Room Dublin, 3rd Floor
Chair: Bernard Korai , <i>Laval University, Canada</i>	
C6. Marketing IV	Room Warszawa, 3rd Floor
Chair: Mohamed Akli Achabou , <i>IPAG Business School, France</i>	
C7. Banking and Finance VII – Fund Investments, Volatility and Asset Pricing	Room Berlin, 3rd Floor
Chair: Joelle Miffre , <i>EDHEC Business School, France</i>	
C8. Accounting and Finance II	Room Kopenhag, 3rd Floor
Chair: Richard-Marc Lacasse , <i>UQAR, Canada</i>	
C9. Logistics Management and Information Systems	Room Praha, 3rd Floor
Chair: Nabila Jawadi , <i>IPAG Business School, France</i>	

12:45 - 14:00 **Lunch Break**

14:00 - 15:30 **Parallel Sessions**

D1. IPAG-INSTI7: Workshop on “New Financial Reality” IV	Room Palermo, Ground Floor
Chair: Bertrand Candelon , <i>IPAG Business School, France</i>	
D2. Business Ethics I	Room Paris, 2nd Floor
Chair: Joseph A. McKinney , <i>Baylor University, United States</i>	
D3. Entrepreneurship II	Room Budapest, 2nd Floor
Chair: Sophie Pommet , <i>University of Nice Sophia-Antipolis, France</i>	
D4. Management V	Room London, 3rd Floor
Chair: Aymen Belgacem , <i>Université d'Orléans & CNRS, France</i>	
D5. Banking and Finance VIII - Financial Modeling	Room Dublin, 3rd Floor
Chair: Georges Hubner , <i>Management School of the University of Liège, Belgium & School of Business and Economics, Netherlands</i>	

D6. Marketing V	Room Warszawa, 3rd Floor
Chair: Noureddine Selmi , <i>IHEC Carthage, Tunisia</i>	
D7. Circular Economy	Room Berlin, 3rd Floor
Chair: Dominique Bonet Fernandez , <i>IPAG Business School, France</i>	
D8. Theoretical and Applied Economics III	Room Kopenhagen, 3rd Floor
Chair: Julien Chevallier , <i>University of Paris 8 & IPAG Business School, France</i>	
D9. Banking and Finance IX – Corporate Finance and Governance III	Room Praha, 3rd Floor
Chair: Samir Saadi , <i>University of Ottawa, Canada</i>	
D10. Banking and Finance X – Risk Management Issues	Room Roma 3rd Floor
Chair: Nadia Sghaier , <i>IPAG Business School, France</i>	
15:30 - 15:45	Coffee Break
15:45 - 17:00	Parallel Sessions
E1. Banking and Finance XI – Corporate Finance and Governance IV	Room Palermo, Ground Floor
Chair: Karin Niehoff , <i>FernUniversität in Hagen, Fakultät für Wirtschaftswissenschaft, Germany</i>	
E2. Banking and Finance XII – Investment Performance	Room Paris, 2nd Floor
Chair: Erwan Le Saout , <i>Ecole de Management de la Sorbonne, France</i>	
E3. Entrepreneurship III	Room Budapest, 2nd Floor
Chair: Tristan Boyer , <i>IPAG Business School, France</i>	
E4. Management VI	Room London, 3rd Floor
Chair: Carole Poirrel , <i>Aix-Marseille University, France</i>	
E5. Economic and Management Issues in European and Mediterranean Regions	Room Dublin, 3rd Floor
Chair: Adel Ben Youssef , <i>University of Nice Sophia-Antipolis, France</i>	

E6. Marketing VI	Room Warszawa, 3rd Floor
Chair: Ilaria Dalla Pozza , <i>IPAG Business School, France</i>	
E7. Business Ethics II	Room Berlin, 3rd Floor
Chair: Mohamed Akli Achabou , <i>IPAG Business School, France</i>	
E8. Theoretical and Applied Economics IV	Room Kopenhag, 3rd Floor
Chair: Ernest Dautovic , <i>University of Lausanne, Switzerland</i>	
E9. Banking and Finance XIII – Return and Volatility Dynamics	Room Praha, 3rd Floor
Chair: Duc Khuong Nguyen , <i>IPAG Business School, France</i>	

17:00 - 17:00 **Closing**

The Program in Detail

Thursday, July 2, 2015

08:00 - 09:00 **Registration & Coffee**

09:00 - 09:30 **Welcome and Opening Remarks**

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Amphitheatre New York

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09:30 - 10:30 **Keynote Address**

The Role of the University in the Entrepreneurial Economy

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10:30 - 11:00 **Coffee Break**

11:00 - 12:30 **Parallel Sessions**

A1. IPAG-INSTI7: Workshop on “New Financial Reality” I

Amphitheatre New York

Chair: **Bertrand Candelon**, *IPAG Business School, France*

Testing for jump intensity and jump path dependence

Authors: Valentina Corradi (University of Surrey, United Kingdom), Mervyn J. Silvapulle (Monash University, Australia), Norman R. Swanson (Rutgers University, United States)

A2. Banking and Finance I – Regulatory Risk Management

Room Palermo, Ground Floor

Chair: Pascal Francois, HEC Montréal, Canada

Model risk: From epistemology to management

Author: Bertrand Hassani (University Paris 1 Panthéon-Sorbonne, France & Banco Santander, United Kingdom)

Discussant: Pascal Francois (HEC Montréal, Canada)

Could Basel III capital and liquidity requirements avoid bank failure during the financial crisis?

Authors: Lamia Bouattour (ESSECT, Tunisia), Dalenda Rzig (ESSECT, Tunisia)

Discussant: Dominique Guegan (University Paris 1 Panthéon-Sorbonne, France)

Systematic price of credit risk

Authors: Pascal Francois (HEC Montréal, Canada), Stephanie Heck (University of Liege, HEC-ULg, Belgium), Georges Hubner (National Bank of Belgium, Belgium)

Discussant: Bertrand Hassani (University Paris 1 Panthéon-Sorbonne, France & Banco Santander, United Kingdom)

Risk or regulatory capital? Bringing distributions back in the foreground

Authors: Dominique Guegan (University Paris 1 Panthéon-Sorbonne, France), Bertrand Hassani (University Paris 1 Panthéon-Sorbonne, France & Banco Santander, United Kingdom)

Discussant: Lamia Bouattour (ESSECT, Tunisia)

A3. Management I

Room London, 3rd Floor

Chair: Francesco Montani, Université de Sherbrooke, Canada

Why are some coalitions more successful than others in setting standards? Empirical evidence from the Blu-ray vs. HD-DVD standard war

Authors: Didier Calcei (Groupe ESC Troyes en Champagne, France), Zouhaïer M'chirgui (Kedge Business School, France), Olivier Chanel (CNRS-GREQAM, IDEP, France)

Discussant: Francesco Montani (Université de Sherbrooke, Canada)

Do interlocking directorates have an impact on firm's performance?

Authors: **Sana Elouaer-Mrizak** (University of Technology Belfort Montbéliard, France), Ramzi Ben Slama (HEC & University of Sousse, Tunisia)

Discussant: **Asli Kozan** (IPAG Business School, France)

Disentangling the relationship between role overload and citizenship behaviours in the workplace: The moderating effect of managerial autonomy support

Authors: **Francesco Montani** (Université de Sherbrooke, Canada), Véronique Dagenais-Desmarais (Université de Montréal, Canada)

Discussant: **Didier Calcei** (Groupe ESC Troyes en Champagne, France)

The value of being politically connected: Impact of political linkages on financial performance

Author: **Asli Kozan** (IPAG Business School, France)

Discussant: **Sana Elouaer-Mrizak** (University of Technology Belfort Montbéliard, France)

A4. Banking and Finance II – Corporate Finance and Governance I

Room Dublin, 3rd Floor

Chair: **Bruno Pecchioli**, Groupe ESC Troyes, France

CEO inside debt and the value of excess cash

Author: **Kaouther Chebbi** (ISG Sousse, Tunisia)

Discussant: **Bruno Pecchioli** (Groupe ESC Troyes, France)

Determinants of the short term market reaction to stock splits: Evidence from France (2003-2012)

Authors: **Bruno Pecchioli** (Groupe ESC Troyes, France)

Discussant: **Bashir Ahmad** (University of Paris I Pantheon-Sorbonne, France)

Corporate governance and its link with capital structure and performance of banks in Pakistan

Author: **Bashir Ahmad** (University of Paris I Pantheon-Sorbonne, France)

Discussant: **Kaouther Chebbi** (ISG Sousse, Tunisia)

A5. Banking and Finance III – Islamic Finance

Room Warszawa, 3rd Floor

Chair: **Rodney Wilson**, International Centre for Education in Islamic Finance, Malaysia

The common destiny? To which extent Islamic banks are more resilient than conventional banks to financial crisis? A comparative study

Authors: Ikrame Ben Slimane (*University of Picardie Jules Verne, France*), **Amine Ben Amar** (*University of Paris Dauphine, France*), Makram Bellalah (*University of Picardie Jules Verne, France*), Cristina Triandafil (*University of Picardie Jules Verne, France*)

Discussant: **Ali Toussi** (*University of Economic Sciences of Teheran, Iran*)

Islamic banks and the maturity mismatch exposure: Evidence from the GCC region

Authors: **Chaouki Bourakba** (*Faculty of Economics and Management, Saudi Arabia*), Ahmed Belouafi (*Faculty of Economics and Management, Saudi Arabia*)

Discussant: **Rodney Wilson** (*International Centre for Education in Islamic Finance, Malaysia*)

Bank risk in an Islamic financial system: Inter-temporal comparative study

Authors: Naama Trad (*University of Lyon II & CNRS, France*), **Ali Toussi** (*University of Economic Science of Teheran, Iran*), Jean-François Goux (*University of Lyon II & CNRS, France*)

Discussant: **Amine Ben Amar** (*University of Paris Dauphine, France*)

Risk sharing and risk mitigation in Islamic finance revisited

Authors: **Rodney Wilson** (*International Centre for Education in Islamic Finance, Malaysia*)

Discussant: **Chaouki Bourakba** (*Faculty of Economics and Management, Saudi Arabia*)

A6. Marketing I

Room Berlin, 3rd Floor

Chair: **Thierry Delecolle**, *ISC Paris Business School, France*

The strategic role of places in consumer experiences: The case of cultural places

Author: **Sandra Camus** (*Université d'Angers, France*)

Discussant: **Mouhoub Hani** (*Paris Est Creteil University, France*)

The Negresco goes green: Greenwashing or real environmental effort?

Authors: **Béatrice Dogor** (*IPAG Business School, France*), Catherine Papetti (*University of Nice Sophia Antipolis, France*)

Discussant: **Thierry Delecolle** (*ISC Paris Business School, France*)

How firm's strategic behavior is replicated on the consumer level? The mirror effect

Authors: Amina Djedidi (Paris Est Creteil University, France), **Mouhoub Hani** (Paris Est Creteil University, France)
Discussant: **Sandra Camus** (Université d'Angers, France)

Toward a conceptual framework of online shopping cart abandonment

Authors: **Thierry Delecolle** (ISC Paris Business School, France), Naveen Donthu (J. Mack Robinson College of Business, United States), Ziad Malas (IUT Paul Sabatier, France), Fanny Reniou (Université Paris-Est Créteil, France)
Discussant: **Béatrice Dogor** (IPAG Business School, France)

A7. Entrepreneurship I

Room Kopenhag, 3rd Floor

Chair: **Agnieszka Kwapisz**, Montana State University, United States

Conceptual framework of added value delivered by business angels

Authors: **Jean-Louis Paré** (Novancia Business School, France & CFVG, Vietnam), Frédéric Demerens (ESCP Europe, France), Jean Rédès (ESIEE, France)
Discussant: **Arbia Chatmi** (SKEMA Business School, HEC Carthage, Tunisia)

Sustainable-entrepreneurs: quantifying opportunities and social networks. Case study on sustainable-entrepreneurs in a heavy industrial area

Authors: **Sophie Boutillier** (Université du Littoral, France), Philippe Ryckelynck (Université du Littoral, France)
Discussant: **Agnieszka Kwapisz** (Montana State University, United States)

Entrepreneurship and knowledge spillovers from FDI and exports concentration, diversification

Authors: **Arbia Chatmi** (SKEMA Business School, HEC Carthage, Tunisia), Karim Elasri (LAE Aix-en-Provence, France)
Discussant: **Jean-Louis Paré** (Novancia Business School, France & CFVG, Vietnam)

How and where are entrepreneurial opportunities discovered?

Author: **Agnieszka Kwapisz** (Montana State University, United States)
Discussant: **Sophie Boutillier** (Université du Littoral, France)

A8. Theoretical and Applied Economics I

Room Roma, 1st Floor

Chair: **Gwenaél Piasser**, IPAG Business School, France

Habits and durability in consumption and the effects of a currency devaluation

Author: Neaime Simon (American University of Beirut, Lebanon)

Discussant: Tristan Boyer (IPAG Business School, France)

Attention: Theory and experiments

Authors: Dino Borie (University of Nice Sophia Antipolis, France), Pierre Garrouste (University of Nice Sophia Antipolis, France), Ismaël Rafai (University of Nice Sophia Antipolis, France)

Discussant: Gwenaël Piasser (IPAG Business School, France)

Employee ownership and entrenchment strategies

Authors: Tristan Boyer (IPAG Business School, France), Gwenaël Piasser (IPAG Business School, France)

Discussant: Neaime Simon (American University of Beirut, Lebanon)

On competing mechanisms under exclusive competition

Authors: Andrea Attar (Università di Roma Tor Vergata, Italy & Toulouse School of Economics, France), Eloisa Campioni (Università di Roma Tor Vergata, Italy), Gwenaël Piasser (IPAG Business School, France)

Discussant: Pierre Garrouste (University of Nice Sophia Antipolis, France)

12:30 - 14:00 Lunch Break

14:00 - 15:00 Keynote Address

Corporate Governance - Where Do We Go from Here?**Amphitheatre New York**

Professor Christine Mallin, Norwich Business School, United Kingdom

15:00 - 15:30 Coffee Break

15:30 - 17:00 Parallel Sessions

B1. IPAG-INSTI7: Workshop on “New Financial Reality” II**Amphitheatre New York**

Chair: Bertrand Candelon, IPAG Business School, France

Risk measure inference

Authors: **Christophe Hurlin** (*University of Orléans, France*), Sebastien Laurent (*IAE Aix en Provence and Greqam, France*), Rogier Quaadvlieg (*Maastricht University, Netherlands*), Stephan Smeekes (*Maastricht University, Netherlands*)

Testing for prospect and Markowitz stochastic dominance efficiency

Authors: Stelios Arvanitis (*Athens University of Economics and Business, Greece*), **Nikolas Topaloglou** (*Athens University of Economics and Business, Greece*)

Quantile forecast combinations in realised volatility prediction

Authors: Loukia Meligkotsidou (*University of Athens, Greece*), **Ekaterini Panopoulou** (*University of Kent, United Kingdom*), Ioannis D.Vrontos (*Athens University of Economics and Business, Greece*), Spyridon D. Vrontos (*University of Essex, United Kingdom*)

Equity market linkages of domestic banks and non-financial stocks

Author: **Thomas Flavin** (*Naymooth National University, Ireland*)

B2. Accounting and Finance I

Room Palermo, Ground Floor

Chair: **Aldo Levy**, *CNAM, France*

Firm and country determinants of the capital structure of micro-firms in France: Investigating the impact of the financial crisis

Authors: Calin Gurau (*Montpellier Business School, France*), **Van Hoang** (*Montpellier Business School, France*), Amine Lahiani (*University of Orleans, France*), Thuy-Luu Seran (*University of Montpellier 1, France*)
Discussant: **Fodil Adjaoud** (*University of Ottawa, Canada*)

How do analysts evaluate firms before IPO? Case of French start-ups

Authors: **Dorra Najjar** (*IPAG Business School, France*), Jean-Louis Paré (*Novancia Business School, France & CFVG, Vietnam*)
Discussant: **Aldo Levy** (*CNAM, France*)

Does corporate governance quality affect capital structure in Canada?

Authors: **Fodil Adjaoud** (*University of Ottawa, Canada*), Nadia Hermassi (*FSEG Tunis, Tunisia*), Chaker Aloui (*King Saud University, Saudi Arabia*)
Discussant: **Van Hoang** (*Montpellier Business School, France*)

The impact of the IPO of new technology companies in France on financial performance

Author: Oussama Abdallah (LIRSA-CRC, France), Hichem Rezgui (LIRSA-CRC, France), **Aldo Levy** (CNAM, France)
Discussant: **Dorra Najjar** (IPAG Business School, France)

B3. Management II

Room London, 3rd Floor

Chair: **Claudine SchWeber**, *University of Maryland University College, United States*

The choice of contractual price mechanisms in uncertainty conditions: the case of Chilean fruit exports

Authors: **Iciar Pavez** (French National Institute for Agricultural Research), Jean-Marie Codron (French National Institute for Agricultural Research)

Discussant: **K Balakrishnan** (Chandragupt Institute of Management Patna, India)

High volume information assets and the implications for new product development success

Authors: Sofia Angelidou (Leeds University, United Kingdom), **Iva Bimpli** (Leeds University, United Kingdom)

Discussant: **Claudine SchWeber** (University of Maryland University College, United States)

Missing the trees for the wood – How globalisation mediates impact of national culture on organisation culture

Author: **K Balakrishnan** (Chandragupt Institute of Management Patna, India)

Discussant: **Iciar Pavez** (French National Institute for Agricultural Research)

Reality test: How well prepared are (new) leaders to “manage the unexpected”?

Author: **Claudine SchWeber** (University of Maryland University College, United States)

Discussant: **Iva Bimpli** (Leeds University, United Kingdom)

B4. Banking and Finance IV – Mergers and Acquisitions

Room Dublin, 3rd Floor

Chair: **Ayse Yuce**, *Ryerson University, Canada*

Deregulation, competition and merger activity in the U.S. telecommunications industry

Author: **Kevin I. Okoeguale** (Saint Mary's College of California, United States)

Discussant: **Ashrafee T. Hossain** (Memorial University of Newfoundland, Canada)

Deregulation, M&A and bank stability: Evidence on U.S. commercial banks

Author: **Aziz Saqib** (ESC Rennes School of Business, France)

Discussant: Ayse Yuce (Ryerson University, Canada)

Are all dual-class acquirers bad?

Authors: Sabri Boubaker (Champagne School of Management, France), Ashrafee T. Hossain (Memorial University of Newfoundland, Canada), Duc Khuong Nguyen (IPAG Business School, France), Samir Saadi (University of Ottawa, Canada)

Discussant: Kevin I. Okoeguale (Saint Mary's College of California, United States)

Mergers and acquisitions by emerging country multinational companies

Author: Ayse Yuce (Ryerson University, Canada)

Discussant: Aziz Saqib (ESC Rennes School of Business, France)

B5. Banking and Finance V – Portfolio Management

Room Warszawa, 3rd Floor

Chair: Guldem Gokcek, New York University, United States

The determinants of bond covenants: The case of US firms

Authors: Emira Houanenb (ISG Tunis, Tunisia), Belanes Amel (Université de Tunis, Tunisia)

Discussant: Shu-Fan Hsieh (National Kaohsiung First University of Science and Technology, Taiwan)

Should a skeptical portfolio insurer use an optimal or a risk-based allocation?

Authors: Maxime Bonelli (Université de Nice Sophia-Antipolis & Koris International, France), Daniel Mantilla-Garcia (EDHEC, France)

Discussant: Amine Lahiani (University of Orléans, France)

Trading behavior of individual investors in warrants market

Authors: Shu-Fan Hsieh (National Kaohsiung First University of Science and Technology, Taiwan), Yun-Bin Li (National Kaohsiung First University of Science and Technology, Taiwan)

Discussant: Emira Houanenb (ISG Tunis, Tunisia), Belanes Amel (Université de Tunis, Tunisia)

Conditional dependence of US and EU sovereign CDS: A copula-based estimation

Authors: Amine Lahiani (University of Orléans, France), Abdelaziz Elmarzougui (Afreximbank)

Discussant: Maxime Bonelli (Université de Nice Sophia-Antipolis & Koris International, France)

B6. Marketing II

Room Berlin, 3rd Floor

Chair: **Isabelle Aimé**, *IPAG Business School, France*

Determinants of retail patronage: Evidence in Vietnam

Author: Ngoc-Duc Pham (Université Paris II Panthéon-Assas, France)

Discussant: Carole Charbonnel (Paris I Pantheon Sorbonne, France)

Multiple-encounters: Perspectives from a cross-national study of hospital service quality

Authors: Syed Saad Andaleeb (BRAC University, Bangladesh & Pennsylvania State University, United States), Ali Kara (Pennsylvania State University, United States)

Discussant: Isabelle Aimé (IPAG Business School, France), Eric Delattre (University of Lille, France)

Explaining companies' engagement into innovation cocreation: an exploratory study on FMCG market

Authors: Carole Charbonnel (Paris I Pantheon Sorbonne, France)

Discussant: Ngoc-Duc Pham (Université Paris II Panthéon-Assas, France)

Are French fans resistant to naming rights?

Authors: Isabelle Aimé (IPAG Business School, France), Eric Delattre (University of Lille, France)

Discussant: Syed Saad Andaleeb (BRAC University, Bangladesh & Pennsylvania State University, United States)

B7. Theoretical and Applied Economics II

Room Kopenhag, 3rd Floor

Chair: **Annabelle Mourougane**, *IPAG Business School, France*

Fiscal policy and economic growth in Morocco: SVAR approach

Authors: Abdellah Abaida (Hassan I University, Morocco), Abdeljabbar Abdouni (Hassan I University, Morocco), Jamaa Anoualigh (Hassan I University, Morocco)

Discussant: Annabelle Mourougane (IPAG Business School, France)

Financial development and the trade-growth nexus: A tale of two countries

Authors: Muhammad Shahbaz (COMSATS Institute of Information Technology, Pakistan), Titus O. Awokuse (University of Delaware, United States), Khalid Ahmed (Sukkur Institute of Business Administration, Pakistan)

Discussant: Annabelle Mourougane (IPAG Business School, France)

A new methodology in calculating human development index: developed countries vs. developing countries

Author: Maria-Lenuta Ciupac-Ulici (IPAG Business School Paris, France & Commercial Academy Satu Mare, Romania)

Discussant: Abdellah Abaida (Hassan I University, Morocco)

Crisis, potential output and hysteresis

Author: Annabelle Mourougane (IPAG Business School, France)

Discussant: Muhammad Shahbaz (COMSATS Institute of Information Technology, Pakistan)

B8. Management III

Room Roma, 1st Floor

Chair: Damien Chaney, *ESC Troyes in Champagne, France*

An empirical research of the antecedents of firm-level architectural knowledge as reflected through smart city innovation projects

Author: Sofia Angelidou (Leeds University, United Kingdom)

Discussant: Abdeslam Jafjaf (Université Paris I Panthéon-Sorbonne, France)

Labor-management negotiations: A simple question of balance of power?

Author: Claude Alavoine (IPAG Business School, France)

Discussant: Damien Chaney (ESC Troyes in Champagne, France)

Knowledge management processes and organizational performance: an empirical analysis of French firms

Author: Abdeslam Jafjaf (Université Paris I Panthéon-Sorbonne, France)

Discussant: Sofia Angelidou (Leeds University, United Kingdom)

From individual to organizational stigma

Authors: Damien Chaney (ESC Troyes in Champagne, France), Karim Ben Slimane (ISC Paris, France), Tao Wang (Grenoble Ecole de Management, France)

Discussant: Claude Alavoine (IPAG Business School, France)

20:00 - 23:00 Gala Dinner

LA TERRASSE DU PLAZA, 12 Avenue de Verdun, 06000 Nice, France | www.laterrasseduplaza.fr

Friday, July 3, 2015

08:30 - 09:00 Registration & Coffee

09:00 - 10:00 Keynote Address

Recent Issues in Initial Public Offerings

Amphitheatre New York

Professor Meziane Lasfer, *Professor of Finance, Cass Business School, United Kingdom*

10:00 - 10:45 Roundtable

Research Perspectives on Governance, Fraud & Ethical Finance

Amphitheatre New York

Chair: Jean-Michel Sahut, *IPAG Business School, France*

Panelists: Prof. Sabri Boubaker (*Champagne School of Management*), Prof. Meziane Lasfer (*Cass Business School*), Prof. Christine Mallin (*Norwich Business School*), Prof. Samir Saadi (*Telfer School of Management*)

10:45 - 11:15 Coffee Break

11:15 - 12:45 Parallel Sessions

C1. IPAG-INSTI7: Workshop on “New Financial Reality” III

Room Palermo, Ground Floor

Chair: **Bertrand Candelon**, *IPAG Business School, France*

China’s capital flight: Pre- and post-crisis experiences

Author: Yin-Wong Cheung (City University of Hong Kong, Hong Kong)

C2. Workshop “Ethical Finance, Governance & Human Capital”

Room Paris, 2nd Floor

Chair: **Jean-Michel Sahut**, *IPAG Business School, France*

Corporate accounting manipulations under financial analysts’ pressure: experience from the AAERs

Authors: F. Demerens (ESCP Europe, France)

Corporate social responsibility and financial performance

Authors: **Jean-Michel Sahut** (IPAG Business School, France), Mehdi Mili (College of Business Administration, University of Bahrain, Bahrain), Jean-Daniel Guigou (University of Luxembourg, Luxembourg), Samir Ben Tekaya (University of Sousse, ISG, Tunisia)

La « soft law » dans la gouvernance d'entreprises: un oxymore aux ailes de Phénix

Authors: **Patrick Saerens** (IC-HEC Bruxelles, Belgium & Université de Lorraine, France)

Sustainable tourism modeling and quality management: Perspectives in Tunisia

Authors: **Lubica Hikkerova** (IPAG Business School, France), Jean-Michel Sahut (IPAG Business School, France), Guillaume Marceau (Aix-Marseille University, France)

C3. Banking and Finance VI – Corporate Finance and Governance II

Room Budapest, 2nd Floor

Chair: **Sabri Boubaker**, Groupe ESC Troyes, France

Governance structures and corporate cash balances: Evidence from Japan

Authors: **Pascal Nguyen** (Neoma Business School, France), Nahid Rahman (Neoma Business School, France)

Discussant: **Wael Rouatbi** (IPAG Business School, France)

Executive compensation, long-term incentive plans in U.K FTSE 350 firms

Author: **Affan Hameed** (University of Reading, United Kingdom)

Discussant: **Halit Gonenc** (University of Groningen, The Netherlands)

The role of multiple large shareholders in the choice of debt source

Authors: Sabri Boubaker (Groupe ESC Troyes, France), **Wael Rouatbi** (IPAG Business School, France), Walid Saffar (The Hong Kong Polytechnic University, Hong Kong)

Discussant: **Pascal Nguyen** (Neoma Business School, France)

Corporate acquisitions and CEO compensation of family firms

Authors: Amedeo De Cesari (Manchester Business School, United Kingdom), **Halit Gonenc** (University of Groningen, The Netherlands), Neslihan Ozkan (University of Bristol, United Kingdom)

Discussant: **Affan Hameed** (University of Reading, United Kingdom)

C4. Management IV	Room London, 3 rd Floor
Chair: Marie José Scotto , <i>IPAG Business School, France</i>	
La formation professionnelle dans les entreprises privées en Algérie	
Author: Joëlle Morana (<i>Université Lumière Lyon 2, ENTPE, CNRS, France</i>), Brahimi Fouzia (<i>Aix-Marseille University, France</i>)	
Discussant: Hanen Ben Said (<i>Université de Tunis El Manar, Tunisia</i>)	
L'identité et la culture organisationnelle sur l'intention de rester des employés	
Authors: Cam Tran (<i>University Paris Ouest Nanterre La Défense, France</i>)	
Discussant: Mohamad Ahmad (<i>University Paris II Panthéon-Assas, France</i>)	
Stratégie d'affaire et participation syndicale: Réexamen du rôle médiateur de la satisfaction au travail	
Authors: Hanen Ben Said (<i>Université de Tunis El Manar, Tunisia</i>), Mariem Kharroubi (<i>Université de Tunis El Manar, Tunisia</i>)	
Discussant: Brahimi Fouzia (<i>Aix-Marseille University, France</i>)	
Les déterminants individuels, organisationnels et relationnels de la création de valeur	
Author: Mohamad Ahmad (<i>University Paris II Panthéon-Assas, France</i>)	
Discussant: Cam Tran (<i>University Paris Ouest Nanterre La Défense, France</i>)	
C5. Marketing III	Room Dublin, 3 rd Floor
Chair: Bernard Korai , <i>Laval University, Canada</i>	
Une analyse exploratoire des ludo-packagings. Vers une évaluation du ressenti des enfants face à l'innovation packaging	
Authors: Manel Mzoughi (<i>Normandie University & University of Caen, France</i>), Joel Bree (<i>University of Caen & ESSCA Ecole de Management, France</i>)	
Discussant: Nathalie Maumon (<i>Université de Nice Sophia-Antipolis, France</i>)	
Comment cibler les consommateurs seniors en publicité ?	
Authors: Bénédicte Bourcier-Béquaert (<i>ISC Paris Business School, France</i>)	
Discussant: Bernard Korai (<i>Laval University, Canada</i>)	
Les applications mobiles : un nouvel outil du marketing relationnel perçu par les consommateurs?	

Author: Nathalie Maumon (Université de Nice Sophia-Antipolis, France)
Discussant: Manel Mzoughi (Normandie University & University of Caen, France)

L'influence de la personnalité sur la perception de distanciation temporelle en comportement écologique : Le rôle de l'optimisme

Author: Bernard Korai (Laval University, Canada)
Discussant: Bénédicte Bourcier-Béquaert (ISC Paris Business School, France)

C6. Marketing IV

Room Warszawa, 3rd Floor

Chair: Mohamed Akli Achabou, IPAG Business School, France

Turkish college students' e-service quality and perceived value assessments

Author: Emel Kursunluoglu Yarimoglu (Yasar University-Izmir, Turkey)
Discussant: Qunying Huo (ESC Rennes School of Business, France)

E-corporate reputation from the customer perspective: A preliminary approach

Authors: Chebli Youness (University of Grenoble, France), Pierre Valette-Florence (University of Grenoble, France)
Discussant: Fatmah Alharbi (University of Strasbourg, France)

Modelling users' contribution of knowledge to online forums

Authors: Qunying Huo (ESC Rennes School of Business, France), Adrian Palmer (ESC Rennes School of Business, France)
Discussant: Emel Kursunluoglu Yarimoglu (Yasar University-Izmir, Turkey)

Eco-luxury products: what level of quality do they reflect?

Authors: Fatmah Alharbi (University of Strasbourg, France), Sihem Dekhili (University of Strasbourg, France), Mohamed Akli Achabou (IPAG Business School, France)
Discussant: Chebli Youness (University of Grenoble, France)

C7. Banking and Finance VII – Fund Investments, Volatility and Asset Pricing

Room Berlin, 3rd Floor

Chair: Joelle Miffre, EDHEC Business School, France

Sovereign wealth funds investment effects on target firms' competitors

Authors: Narjess Boubakri (*American University of Sharjah, UAE*), Jean-Claude Cosset (*HEC Montréal, Canada*), **Jocelyn Grira** (*UAE University, UAE*)

Discussant: **Abdullah Yalama** (*Eskisehir Osmangazi University, Turkey*)

A cross-volatility index for hedging the country risk

Authors: Sofiane Aboura (*University Paris Dauphine, France*), **Julien Chevallier** (*University of Paris 8 & IPAG Business School, France*)

Discussant: **Joelle Miffre** (*EDHEC Business School, France*)

Forecasting stock return volatility in emerging markets: Comparing traditional GARCH to high-frequency-based models

Author: **Abdullah Yalama** (*Eskisehir Osmangazi University, Turkey*)

Discussant: **Jocelyn Grira** (*UAE University, UAE*)

Commodity markets, long-horizon predictability and intertemporal pricing

Authors: **Joelle Miffre** (*EDHEC Business School, France*), Ana-Maria Fuertes (*Cass Business School, France*), Adrian Fernandez-Perez (*Auckland University of Technology, New Zealand*)

Discussant: **Julien Chevallier** (*University of Paris 8 & IPAG Business School, France*)

C8. Accounting and Finance II

Room Kopenhagen, 3rd Floor

Chair: **Richard-Marc Lacasse**, *UQAR, Canada*

What are the factors that motivate companies to opt for strategy accounting choices? A theoretical and empirical study through positive accounting theory and institutional theory

Authors: **Fateh Saci** (*Sino-French Institute, Renmin University of China, China & KEDGE Business School, France*), Asma Bensabeur-Slimane (*University of Aboubaker Belkaid University, Algeria*)

Discussant: **Hong Min Chun** (*Chungbuk National University, South Korea*)

The role of personal ties and networks in audit team composition

Author: **Mouna Hamza** (*University of Fribourg, Switzerland*)

Discussant: **Richard-Marc Lacasse** (*UQAR, Canada*)

Analyst coverage and audit efforts: Evidence from audit hours in Korea

Authors: **Hong Min Chun** (*Chungbuk National University, South Korea*), Chang Seop Rhee (*Sejong University, South Korea*)

Discussant: **Fateh Saci** (*Sino-French Institute, Renmin University of China, China & KEDGE Business School, France*)

Philanthropy, a fertile ground for forensic and investigating accounting

Authors: **Richard-Marc Lacasse** (UQAR, Canada), Berthe Lambert (UQAR, Canada)

Discussant: **Mouna Hamza** (University of Fribourg, Switzerland)

C9. Logistics Management and Information Systems

Room Praha, 3rd Floor

Chair: **Nabila Jawadi**, IPAG Business School, France

Committed to become Lean Six Sigma in times of crisis: Evidence from a Romanian bread production company

Author: **Georgiana Andreea Cioană** (Bucharest University of Economic Studies, Romania)

Discussant: **Malgorzata Ogonowska** (University of Nice Sophia-Antipolis, France)

Comment inciter les acteurs à participer aux systèmes d'information de leur entreprise ? Le cas d'un système de veille stratégique

Authors: **Manel Guechtouli** (IPAG Business School, France)

Discussant: **Nabila Jawadi** (IPAG Business School, France)

Residents' influence on the adoption of environmental norms in tourism

Authors: **Malgorzata Ogonowska** (University of Nice Sophia-Antipolis, France), Dominique Torre (University of Nice Sophia-Antipolis, France)

Discussant: **Georgiana Andreea Cioană** (Bucharest University of Economic Studies, Romania)

Virtual R&D project teams: Relationship and performance management

Authors: **Nabila Jawadi** (IPAG Business School, France)

Discussant: **Manel Guechtouli** (IPAG Business School, France)

12:45 - 14:00 **Lunch Break**

14:00 - 15:30 **Parallel Sessions**

D1. IPAG-INSTI7: Workshop on "New Financial Reality" IV

Room Palermo, Ground Floor

Chair: **Bertrand Candelon**, IPAG Business School, France

Evaluating and testing the strength of extreme downside risk spillovers

Authors: Bertrand Candelon (IPAG Business School, France), **Marc Joëts** (IPAG Business School, France), Sessi Tokpavi (University Paris Ouest Nanterre La Défense, France)

Measuring complexity in financial networks

Author: **Jean-Baptiste Hasse** (Insti7/IPAG Chair in financial stability and systemic risk)

Macroeconomics and financial determinants of corporate spreads

Author: **Leonardo Iania** (Université Catholique de Louvain, Belgium)

Revisiting the new normal hypothesis

Authors: **Bertrand Candelon** (Insti7/IPAG Chair in financial stability and systemic risk), Alina Carare (International Monetary Fund)

D2. Business Ethics I**Room Paris, 2nd Floor**

Chair: **Joseph A. McKinney**, Baylor University, United States

Organic food consumption, country-of-origin and consumers' preference: Perspectives from a developing country

Author: **Mohamed Akli Achabou** (IPAG Business School, France)

Discussant: **Iva Bimpli** (Bradford University, United Kingdom)

The social impact on ethical decision making in marketing research: From an individual action to a collective intuitive function

Author: **Iva Bimpli** (Bradford University, United Kingdom)

Discussant: **Joseph A. McKinney** (Baylor University, United States)

Ethical attitudes of business professionals in China and the United States: A comparison

Authors: Mitchell J. Neubert (Baylor University, United States), **Joseph A. McKinney** (Baylor University, United States), Leslie E. Palich (Baylor University, United States)

Discussant: **Mohamed Akli Achabou** (IPAG Business School, France)

D3. Entrepreneurship II**Room Budapest, 2nd Floor**

Chair: **Sophie Pomet**, University of Nice Sophia-Antipolis, France

Modèle d'entrepreneuriat et mécanisme de financement pour un projet innovant

Authors: **Lansana Bangoura** (*Ecole d'ingénieurs ISTLA-Université d'Angers, France*), Herve Christofol (*Ecole d'ingénieurs ISTLA-Université d'Angers, France*), Valérie Billaudeau (*Ecole d'ingénieurs ISTLA-Université d'Angers, France*), Caroline Dewynter (*Ecole d'ingénieurs ISTLA-Université d'Angers, France*)

Discussant: **Sophie Pommet** (*University of Nice Sophia-Antipolis, France*)

L'indicateur de mesure de l'efficacité de l'accompagnement entrepreneurial: Cas de la Tunisie

Author: **Rym Gafsi** (*IHEC Université de Sousse, Tunisia*)

Discussant: **Widad Guechtouli** (*HEC Alger, Algeria*)

Should we insure entrepreneurs? Firm failure, risks perceptions and benefits of unemployment insurance in small business companies

Authors: **Sophie Pommet** (*University of Nice Sophia-Antipolis, France*), Jean-François Sattin (*University Paris 1 Panthéon-Sorbonne, France*)

Discussant: **Lansana Bangoura** (*Ecole d'ingénieurs ISTLA-Université d'Angers, France*)

Les déterminants de l'intention entrepreneuriale chez les étudiants : le cas algérien

Authors: **Widad Guechtouli** (*HEC Alger, Algeria*), Manel Guechtouli (*IPAG Business School Nice*)

Discussant: **Rym Gafsi** (*IHEC Université de Sousse, Tunisia*)

D4. Management V

Room London, 3rd Floor

Chair: **Aymen Belgacem**, *Université d'Orléans & CNRS, France*

Capital social et innovation managériale: Le rôle médiateur du transfert de connaissances intra-organisationnel

Authors: **Mariem Balti** (*Université de Tunis El Manar - FSEGT, Tunisia*), Samia Zouaoui (*Université de Tunis El Manar – FSEGT, Tunisia*)

Discussant: **Sébastien Ganneval** (*University Paris I Panthéon-Sorbonne, France*)

Apprenez à jouer pour ne pas finir joueur: une étude exploratoire sur les Serious Games par la méthode Delphi

Author: **Oudihat Kosseila** (*Université d'Angers, France*)

Discussant: **Aymen Belgacem** (*Université d'Orléans & CNRS, France*)

La gestion du risque de prix des matières premières agricoles : le cas des coopératives de collecte-vente

Authors: **Sébastien Ganneval** (*University Paris I Panthéon-Sorbonne, France*), Erwan Le Saout (*University Paris I Panthéon-Sorbonne, France*)

Discussant: Mariem Balti (Université de Tunis El Manar - FSEGT, Tunisia)

Stratégies et pouvoir de négociation dans le cadre des comités de normalisation : une étude empirique

Authors: Hela Hedhili (University Paris 13, France), Aymen Belgacem (Université d'Orléans, IUT de Bourges, CNRS, France)

Discussant: Oudihat Kosseila (Université d'Angers, France)

D5. Banking and Finance VIII - Financial Modeling

Room Dublin, 3rd Floor

Chair: Georges Hubner, *Management School of the University of Liège, Belgium & School of Business and Economics, Netherlands*

Modelling dual long memory in GCC stock markets with applications to risk forecasting

Authors: Heni Boubaker (IPAG Business School, France), Nadia Sghaier (IPAG Business School, France)

Discussant: Muhammad Arzim Naim (National University of Malaysia, Malaysia)

Commodities price cycle and financial pressures in African commodities' exporters

Authors: Sandrine Kablan (IPAG Business School & University Paris 12, France), Zied Ftitit (EDC Paris Business School, France & University of Tunis, Tunisia), Khaled Guesmi (IPAG Business School, France)

Discussant: Georges Hubner (Management School of the University of Liège, Belgium & School of Business and Economics, Netherlands)

Causal modelling for Shariah non-compliance risk via principal axis factoring and structural equation modeling with proposed accounting technique for Shariah non-compliance risk measurement

Authors: Muhammad Arzim Naim (National University of Malaysia, Malaysia)

Discussant: Nadia Sghaier (IPAG Business School, France)

Portfolio choice and investor preferences: a semi-parametric approach based on risk horizon

Authors: Georges Hubner (Management School of the University of Liège, Belgium & School of Business and Economics, Netherlands), Thomas Lejeune (National Bank of Belgium, Belgium)

Discussant: Guldem Gokcek (New York University, United States)

D6. Marketing V

Room Warszawa, 3rd Floor

Chair: Nouredine Selmi, *IHEC Carthage, Tunisia*

Le tourisme saharien, une expérience pour une plus grande spiritualité

Authors: Noureddine Selmi (IHEC Carthage, Tunisia), **Azza Temessek Behi** (IHEC Carthage, Tunisia)

Discussant: **Baptiste Braquet** (IPAG Business School & LITEM, France)

Co-création et technologie mobile dans le cadre d'une stratégie omnicanal: quelles valeurs pour le consommateur ? Une application dans le secteur de la restauration

Authors: **Yousra Hallem** (EM Strasbourg Business School, France), Intissar Abbes (ESC Tunis, Université de La Manouba, Tunisia)

Discussant: **Noureddine Selmi** (IHEC Carthage, Tunisia)

Enjeux de la servuction palliative et prise en charge des voyageurs en cas de situation perturbée inopinée : le cas SNCF Transilien

Authors: **Baptiste Braquet** (IPAG Business School & LITEM, France), Dominique Bonet Fernandez (IPAG Business School & CRET-LOG, France)

Discussant: **Azza Temessek Behi** (IHEC Carthage, Tunisia)

La contribution des interactions de service à la qualité perçue : application dans l'hôtellerie de tourisme

Authors: Azza Temessek Behi (IHEC Carthage, Tunisia), **Noureddine Selmi** (IHEC Carthage, Tunisia)

Discussant: **Yousra Hallem** (EM Strasbourg Business School, France)

D7. Circular Economy

Room Berlin, 3rd Floor

Chair: **Dominique Bonet Fernandez**, IPAG Business School, France

De l'écologie industrielle à l'économie circulaire. Quels sont les mécanismes générateurs de l'économie circulaire ? Une revue de littérature du concept d'économie circulaire

Authors: **Gaël -Miguel Juillard** (IPAG Business School & LITEM, France), Dominique Bonet Fernandez (IPAG Business School & CRET-LOG, France)

Discussant: **Alexandre Levillain** (IPAG Business School, France)

Economie de fonctionnalité, économie collaborative: quels modèles pour 2020?

Author: **Dominique Bonet Fernandez** (IPAG Business School, France), Laurent Georgeault (Institut de l'Economie Circulaire, France)

Discussant: **Eric Fromant** (IPAG Business School et SEFIOR, France)

Un levier pour l'économie circulaire: la sortie du statut de déchet. Étude de droit comparé Europe/Asie

Authors: **Alexandre Levillain** (IPAG Business School, France), Thi Viet Ha Nguyen (IPAG Business School, France)

Discussant: Gaël-Miguel Juillard (IPAG Business School & LITEM, France)

Functional service economy as a strategic axis: a way out of the crisis

Authors: Eric Fromant (IPAG Business School et SEFIOR, France), Dominique Bonet (IPAG Business School, France)

Discussant: Dominique Bonet Fernandez (IPAG Business School, France)

D8. Theoretical and Applied Economics III

Room Kopenhag, 3rd Floor

Chair: Julien Chevallier, *University of Paris 8 & IPAG Business School, France*

Comparative policy analysis for the transition towards a hydrogen-based transport system

Author: Alena Kotelnikova (Ecole Polytechnique, France)

Discussant: Luis Reyes (Kedge Business School, France)

Wind up with continuous intraday electricity markets? The integration of large-share wind power generation in Denmark

Authors: Fatih Karanfil (Department of Economics, University of Paris Ouest, France & Galatasaray University Economic Research Center),

Yuanjing Li (*University of Paris Dauphine & IPAG Business School, France*)

Discussant: Sana Ben Kebaier (Université de Tunis, Institut Supérieur de Gestion de Tunis, Tunisia)

Economic policy and income distribution in France since the 1970s

Author: Luis Reyes (Kedge Business School, France)

Discussant: Alena Kotelnikova (Ecole Polytechnique, France)

What we can learn about the oil price shocks and the economy? A Bayesian VAR Approach

Authors: Sana Ben Kebaier (Université de Tunis, Institut Supérieur de Gestion de Tunis, Tunisia), Zied Ftiti (EDC Paris Business School, France & Université de Tunis, ISG de Tunis, Tunisia)

Discussant: Yuanjing Li (University of Paris Dauphine & IPAG Business School, France)

D9. Banking and Finance IX – Corporate Finance and Governance III

Room Praha, 3rd Floor

Chair: Samir Saadi, *University of Ottawa, Canada*

Product market competition and analyst following

Author: Syrine Sassi (Université Paris-Est Créteil Val-de-Marne, France)

Discussant: Eugene Bala (Ecricome Phd Universa, France)

Bridging the gap: How sustainable development can help companies create shareholder value and improve financial performance: Evidence from British companies

Authors: Wojciech Przychodzen (Deusto Business School, Spain), Fernando Gómez-Bezares (Deusto Business School, Spain), Justyna Przychodzen (Deusto Business School, Spain)

Discussant: Samir Saadi (University of Ottawa, Canada)

Shareholder value: Do covenant violations matter?

Author: Eugene Bala (Ecricome Phd Universa, France)

Discussant: Syrine Sassi (Université Paris-Est Créteil Val-de-Marne, France)

National culture and IPO underpricing

Authors: Samir Saadi (University of Ottawa, Canada), Hui (Julia) Zhu (University of Ontario Institute of Technology, Canada)

Discussant: Wojciech Przychodzen (Deusto Business School, Spain)

D10. Banking and Finance X – Risk Management Issues

Room Roma 3rd Floor

Chair: Nadia Sghaier, IPAG Business School, France

Does idiosyncratic risk matter? Evidence from Japanese stock market

Author: Bing Xiao (Université d'Auvergne, France)

Discussant: Lamia Kalai (FSEG de Tunis, Tunisia)

Volatility and investor psychology

Author: Lamia Kalai (FSEG de Tunis, Tunisia)

Discussant: Hassen Raïs (Université de Toulouse 1, France)

Empirical determinants of business insurances in non-financial firms: Are they different from derivatives' determinants?

Author: Hassen Raïs (Université de Toulouse 1, France)

Discussant: Bing Xiao (Université d'Auvergne, France)

15:30 - 15:45 Coffee Break

15:45 - 17:00 Parallel Sessions

E1. Banking and Finance XI – Corporate Finance and Governance IV

Room Palermo, Ground Floor

Chair: **Karin Niehoff**, *FernUniversität in Hagen, Fakultät für Wirtschaftswissenschaft, Germany*

Financial liberalization and cost-efficiency in Tunisian commercial banks: A stochastic frontier analysis

Authors: **Makram Nouaili** (*Gabes University, Tunisia*), Ezzeddine Abaoub (*College of Administrative and Financial Studies, Saudi Arabia*)

Discussant: **Li Xiao** (*Lancaster University, United Kingdom*)

Institutional transitions, types of personalised network ties and the evolution of business angel finance

Author: **Li Xiao** (*Lancaster University, United Kingdom*)

Discussant: **Karin Niehoff** (*FernUniversität in Hagen, Fakultät für Wirtschaftswissenschaft, Germany*)

Price differences between voting and non-voting shares in crisis and boom: A contribution to the value of the voting right

Authors: **Karin Niehoff** (*FernUniversität in Hagen, Fakultät für Wirtschaftswissenschaft, Germany*), Piotr Laskowski (*FernUniversität in Hagen, Fakultät für Wirtschaftswissenschaft, Germany*)

Discussant: **Makram Nouaili** (*Gabes University, Tunisia*)

E2. Banking and Finance XII – Investment Performance

Room Paris, 2nd Floor

Chair: **Erwan Le Saout**, *Ecole de Management de la Sorbonne, France*

Mesure de l'efficacité des banques islamiques vs les banques conventionnelles dans la région MENA

Authors: **Asma Sghaier** (*University of Sousse, Tunisia & University of Toulon, France*), Philippe Gilles (*University of Toulon, France*), Faysal Mansouri (*University of Sousse, Tunisia*)

Discussant: **Hayet Abbad** (*Université Abderrahmane Mira, Algérie*)

Évaluation du système financier Algérien: Construction d'un indice agrégé de stabilité bancaire

Authors: **Hayet Abbad** (*Université Abderrahmane Mira, Algérie*), Mohamed Achouche (*Université de Bejaia, Algeria*), Yamina Tadjeddine (*Université Paris Ouest Nanterre La Défense, France*)

Discussant: **Erwan Le Saout** (*Ecole de Management de la Sorbonne, France*)

La performance des véhicules d'investissement en microfinance

Authors: **Erwan Le Saout** (*Ecole de Management de la Sorbonne, France*), Lâma Daher (*Ecole de Management de la Sorbonne, France*)

Discussant: Asma Sghaier (University of Sousse, Tunisia & University of Toulon, France)

E3. Entrepreneurship III

Room Budapest, 2nd Floor

Chair: Tristan Boyer, IPAG Business School, France

The role of universities and research institutions in implementing smart specialization strategy: A case study

Authors: Sana Elouaer-Mrizak (University of Technology of Belfort-Montbéliard), Fabienne Picard (University of Technology of Belfort-Montbéliard)

Discussant: Faten Gazzah (University of Caen Basse Normandie, France)

Exploring the relationship between micro-enterprises density and regional development: Evidence from Tunisia

Author: Faten Gazzah (University of Caen Basse Normandie, France)

Discussant: Simona Grama (Group ESC Troyes, France)

Perceptual distance between firms and governance of a technopole: What impact on innovation?

Authors: Anne Berthinier-Poncet (CNAM, France), Simona Grama (Group ESC Troyes, France), Sana Saïdi (Group ESC Troyes, France)

Discussant: Sana Elouaer-Mrizak (University of Technology of Belfort-Montbéliard)

E4. Management VI

Room London, 3rd Floor

Chair: Carole Poirel, Aix-Marseille University, France

L'effet médiateur et modérateur de la confiance dans la relation entre investissements en actifs spécifiques et performance relationnelle: cas de la relation entre sous-traitants marocains et donneurs d'ordres étrangers

Author: Noureddine Aït Errays (Université IBN ZOHR, Morocco)

Discussant: Hend Mejri (Université de Tunis El Manar, Tunisia)

La perception des obstacles à l'innovation et le succès du processus d'innovation: le rôle médiateur des échanges Leader-membres

Authors: Hend Mejri (Université de Tunis El Manar, Tunisia), Samia Karoui Zouaoui (Université de Tunis El Manar, Tunisia)

Discussant: Carole Poirel (Aix-Marseille University, France)

Intégrer le client dans le business model en contexte BtB: Le cas de la plate-forme TEA dans le livre numérique en France

Author: **Carole Poiré** (*Aix-Marseille University, France*)
Discussant: **Noureddine Aït Errays** (*Université IBN ZOHR, Morocco*)

E5. Economic and Management Issues in European and Mediterranean Regions

Room Dublin, 3rd Floor

Chair: Adel Ben Youssef, *University of Nice Sophia-Antipolis, France*

La complexe intégration professionnelle des femmes algériennes: le cas du groupe C

Authors: André Boyer (*University of Nice, France*), Rey Dang (*Groupe Sup de Co La Rochelle, France*), L'Hocine Houanti (*Groupe Sup de Co La Rochelle, France*), Manel Guechtouli (*IPAG Business School, France*), **Marie José Scotto** (*IPAG Business School, France*)

Discussant: **Asma Ben Temellist** (*TIME University, Tunisia*)

Des freins au transfert inter-organisationnel des ressources et des compétences: Les spécificités socioculturelles

Author: **Asma Ben Temellist** (*TIME University, Tunisia*)

Discussant: **Adel Ben Youssef** (*University of Nice Sophia-Antipolis, France*)

The greening of R&D investments in European SMEs: An empirical analysis of its drivers

Authors: Leila Ben Aoun-Peltier (*STATEC, Luxembourg*), María Rosalía Vicente (*University of Oviedo, Spain*), **Adel Ben Youssef** (*University of Nice Sophia-Antipolis, France*)

Discussant: **Marie José Scotto** (*IPAG Business School, France*)

E6. Marketing VI

Room Warszawa, 3rd Floor

Chair: Ilaria Dalla Pozza, *IPAG Business School, France*

Clarification of the empowerment concept: The three targets of power exercise

Author: **Caroline Morrongiello** (*University of Savoy, France*)

Discussant: **Haykel Ben Khelil** (*FSEG de Tunis, Tunisia*)

Modeling the role of consumer happiness on online buying intention

Authors: **Haykel Ben Khelil** (*FSEG de Tunis, Tunisia*), Leila Othmani (*FSEG de Tunis, Tunisia*), Néji Bouslama (*FSEG de Tunis, Tunisia*)

Discussant: **Ilaria Dalla Pozza** (*IPAG Business School, France*)

Channel-pattern loyalty and perceived customer-effort reduction as building blocks of a multichannel strategy in the service industry

Authors: **Ilaria Dalla Pozza** (IPAG Business School, France), Lionel Texier (R&A - Risk & Analysis, France)

Discussant: **Caroline Morrongiello** (University of Savoy, France)

L'effet de la suspicion sur la perception de l'injustice de prix: Application dans l'industrie des hotels

Authors: **Aicha Shili** (FSEG de Sfax, Tunisia)

Discussant: **Ilaria Dalla Pozza** (IPAG Business School, France)

E7. Business Ethics II

Room Berlin, 3rd Floor

Chair: **Mohamed Akli Achabou**, IPAG Business School, France

Le rôle médiateur de la crédibilité de l'annonceur dans l'efficacité de la publicité corporate responsable

Authors: Mona Belkhodja (Institut Supérieur des Langues de Tunis, Tunisia), Saoussen Abdelkader (FSEG de Jendouba, Tunisia), **Leila Othmani** (FSEG de Tunis, Tunisia), Néji Bouslama (FSEG de Tunis, Tunisia)

Discussant: **Yasmine Saleh** (University of Nantes, France)

Lorsqu'un code éthique est témoin de la montée du capitalisme financier: le Cas des « Principes d'Action » du groupe Lafarge

Author: **Yasmine Saleh** (University of Nantes, France)

Discussant: **Maria Giuseppina Bruna** (Institut Supérieur des Sciences Techniques et Economie Commerciales & Université Paris-Dauphine, France)

Des acteurs, des règles et des savoirs dans la conduite d'une politique de diversité en entreprise. Une analyse au croisement d'une perspective régulationniste et d'une approche néostructurale

Author: **Maria Giuseppina Bruna** (Institut Supérieur des Sciences Techniques et Economie Commerciales & Université Paris-Dauphine, France)

Discussant: **Leila Othmani** (FSEG de Tunis, Tunisia)

E8. Theoretical and Applied Economics IV

Room Kopenhag, 3rd Floor

Chair: **Ernest Dautovic**, University of Lausanne, Switzerland

Economic influences on the development of religious organizations in China

Authors: **Charlotte Wang** (IPAG Business School, France), Paul Seabright (Institute for Advanced Study in Toulouse, France)

Discussant: Sanglim Lee (Korea Energy Economics Institute, South Korea)

Fiscal austerity and international trade in Canada

Authors: Sanglim Lee (Korea Energy Economics Institute, South Korea), Matthew Schurin (PricewaterhouseCoopers)

Discussant: Ernest Dautovic (University of Lausanne, Switzerland)

Converging in divergent ways: Explaining trade integration between South East Europe and the EU15

Authors: Ernest Dautovic (University of Lausanne, Switzerland), Lucia Orszaghova (Národná banka Slovenska, Slovakia), Willem Schudel (De Nederlandsche Bank, The Netherlands)

Discussant: Charlotte Wang (IPAG Business School, France)

E9. Banking and Finance XIII – Return and Volatility Dynamics

Room Praha, 3rd Floor

Chair: Duc Khuong Nguyen, IPAG Business School, France

Diffusion d'information environnementale et rentabilité boursière: Le cas des entreprises du CAC 40 sur la période 2008-2013

Authors: Julia Guinchard (Université Paris Ouest Nanterre La Défense, France), Béatrice de Séverac (Université Paris Ouest Nanterre La Défense, France)

Discussant: Sinda Hadhri (Université de Tunis, ISG de Tunis, Tunisia)

La prévisibilité des rendements: une étude sur les marchés boursiers émergents

Authors: Sinda Hadhri (Université de Tunis, ISG de Tunis, Tunisia), Omri Abdelwahed (Université de Tunis, ISG de Tunis, Tunisia), Zied Ftiti (EDC Business School, France)

Discussant: Nourhene Blibech (FSEG, University Tunis El Manar, Tunisia)

Les déterminants de la volatilité dans la mesure du risque

Authors: Lamia Kalai (FSEG, University Tunis El Manar, Tunisia), Nourhene Blibech (FSEG, University Tunis El Manar, Tunisia)

Discussant: Julia Guinchard (Université Paris Ouest Nanterre La Défense, France)

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Kevin I.	Okoeguale	<i>Saint Mary's College of California, United States</i>
Leila	Othmani	<i>FSEG de Tunis, Tunisia</i>
P		
Ekaterini	Panopoulou	<i>University of Kent, United Kingdom</i>
Catherine	Papetti	<i>University of Nice Sophia Antipolis, France</i>
Jean-Louis	Paré	<i>Novancia Business School, France & CFVG, Vietnam</i>
Iciar	Pavez	<i>French National Institute for Agricultural Research</i>
Bruno	Pecchioli	<i>Groupe ESC Troyes, France</i>
Isabelle	Petit	<i>IPAG Business School, France</i>
Ngoc-Duc	Pham	<i>Université Paris II Panthéon-Assas, France</i>
Gwenaél	Piaser	<i>IPAG Business School, France</i>
Carole	Poirel	<i>Aix-Marseille University, France</i>
Sophie	Pommet	<i>University of Nice Sophia-Antipolis, France</i>
Wojciech	Przychodzen	<i>Deusto Business School, Spain</i>
R		
Hassen	Raïs	<i>Université de Toulouse 1, France</i>
Luis	Reyes	<i>Kedge Business School, France</i>
Wael	Rouatbi	<i>IPAG Business School, France</i>
S		
Samir	Saadi	<i>University of Ottawa, Canada</i>
Fateh	Saci	<i>Sino-French Institute, Renmin University of China, China & KEDGE Business School, France</i>
Patrick	Saerens	<i>IC-HEC Bruxelles, Belgium & Université de Lorraine, France</i>
Jean-Michel	Sahut	<i>IPAG Business School, France</i>
Yasmine	Saleh	<i>University of Nantes, France</i>
Aziz	Saqib	<i>ESC Rennes School of Business, France</i>
Syrine	Sassi	<i>Université Paris-Est Créteil Val-de-Marne, France</i>
Jean-Francois	Sattin	<i>University of Paris 1 Panthéon-Sorbonne, France</i>
Claudine	SchWeber	<i>University of Maryland University College, United States</i>
Marie José	Scotto	<i>IPAG Business School, France</i>
Noureddine	Selmi	<i>IHEC Carthage, Tunisia</i>

Nadia	Sghaier	<i>IPAG Business School, France</i>
Asma	Sghaier	<i>University of Sousse, Tunisia & University of Toulon, France</i>
Muhammad	Shahbaz	<i>COMSATS Institute of Information Technology, Pakistan</i>
Aicha	Shili	<i>FSEG de Sfax, Tunisia</i>
Neaime	Simon	<i>American University of Beirut, Lebanon</i>
Martine	Spence	<i>University of Ottawa, Canada</i>
T		
Azza	Temessek Behi	<i>IHEC Carthage, Tunisia</i>
Frédéric	Teulon	<i>IPAG Business School, France</i>
Nikolas	Topaloglou	<i>Athens University of Economics and Business, Greece</i>
Ali	Toussi	<i>University of Economic Sciences of Teheran, Iran</i>
Naama	Trad	<i>University of Lyon II & CNRS, France</i>
Cam	Tran	<i>University Paris Ouest Nanterre La Défense, France</i>
V		
Nikolaos	Voukelatos	<i>University of Kent, United Kingdom</i>
W		
Charlotte	Wang	<i>IPAG Business School, France</i>
Rodney	Wilson	<i>International Centre for Education in Islamic Finance, Malaysia</i>
X		
Li	Xiao	<i>Lancaster University, United Kingdom</i>
Bing	Xiao	<i>Université d'Auvergne, France</i>
Jinghua	Xie	<i>UiT The Arctic University of Norway, Norway</i>
Y		
Abdullah	Yalama	<i>Eskisehir Osmangazi University, Turkey</i>
Emel Kursunluoglu	Yarimoglu	<i>Yasar University-Izmir, Turkey</i>
Chebli	Youness	<i>University of Grenoble, France</i>
Ayse	Yuce	<i>Ryerson University, Canada</i>
Z		
Samia Karoui	Zouaoui	<i>Université de Tunis El Manar, Tunisia</i>

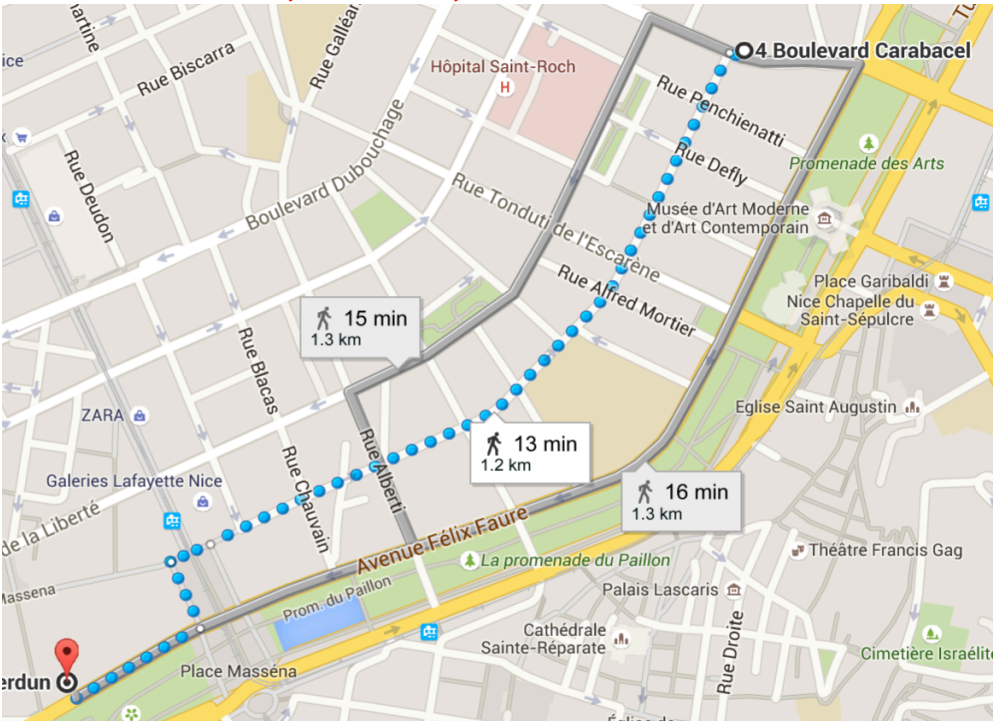
Conference Dinner

Where « LA TERRASSE DU PLAZA »



Time	Thursday, July 2, 2015
20:00 – 21:00	Reception & Concert
21:00 – 23:00	Gala Dinner

Address 12 Avenue de Verdun, 06000 Nice, France



Access Walking distance is about 1200 meters from the conference venue.

Instructions for Publication Opportunities

The [*International Journal of Entrepreneurship and Small Business*](#) will publish a special issue of the conference's accepted papers. All papers submitted to this Special Issue must go through the Journal's standard review process and normal submission fees will apply. The *International Journal of Entrepreneurship and Small Business* is **indexed and abstracted** in Scopus (Elsevier), Academic OneFile (Gale), Business and Company Resource Center, CAB Abstracts, Expanded Academic ASAP, General BusinessFile ASAP International, General OneFile, Global Health (CABI), Google Scholar, InfoTrac Custom Journals, Inspec (Institution of Engineering and Technology), Management and Marketing Abstracts (Pira International) ranked by FNEGE

- Guest-editors: Sabri Boubaker (*Groupe ESC Troyes, France*) and Van Hoang (*Montpellier Business School, France*)
- Author guidelines: see the Journal's homepage
- Important dates are as follows:
 - Invitation for paper submissions: August 31, 2014
 - Submission procedure will be indicated in the invitation
 - First round reviews due: November-December 2014
 - Final version of the paper: January-February 2015
 - Expected publication date: Late 2015 – Early 2016.

The [*Journal of Strategic Marketing*](#) will publish a special issue of the conference's accepted papers. All papers submitted to this Special Issue must go through the Journal's standard review process and normal submission fees will apply. The *Journal of Strategic Marketing* is indexed and abstracted in numerous platforms (ABI/Inform; EBSCOhost; Emerald Management Reviews; International Bibliography of Periodical Literature; International Management Database; OCLC; PsycINFO; Scopus; Swets Information Services; and Thomson Gale, among other.) and is ranked by ABDC, ABS, AERES, Aston 2008, BJM, FNEGE, CNRS, EJIS, HEC, Vhb, WU Vien, among other.

- Guest-editors: Karim Ben Slimane (*ISC Paris Business School, France*), Damien Chaney (*Groupe ESC Troyes, France*) and Mourad Touzani (*Neoma Business School, France*)
- Author guidelines: see the Journal's homepage
- Important dates are as follows:
 - Invitation for paper submissions: July 15, 2015
 - Submission procedure will be indicated in the invitation
 - First round reviews due: October-November 2015
 - Final version of the paper: January-February 2016
 - Expected publication date: mid 2016 – late 2016.

The [*Management International*](#) will publish a thematic special section of best papers presented at the conference. All papers submitted to this Special Section must go through the Journal's standard review process and normal submission fees will apply. The *Management International* is abstracted and indexed in numerous platforms. It is ranked by AERES, CNRS, and FNEGE, among others.

- Guest-editors: Sabri Boubaker (*Groupe ESC Troyes, France*) and Duc Khuong Nguyen (*IPAG Business School, France*)
- Author guidelines: see the Journal's homepage
- Important dates are as follows:
 - Invitation for paper submissions: August 31, 2015
 - Submission procedure will be indicated in the invitation

- First round reviews due: November-December 2015
- Final version of the paper: February-March 2015
- Expected publication date: Mid 2016 – Late 2016.

[*Gestion 2000*](#) will publish a special issue of the conference's accepted papers. All papers submitted to this Special Issue must go through the Journal's standard review process and normal submission fees will apply. *Gestion 2000* is ranked by AERES and FENGE.

- Guest-editor: Jean-Michel Sahut (*IPAG Business School, France*)
- Author guidelines: see the Journal's homepage
- Important dates are as follows:
 - Invitation for paper submissions: July 15, 2015
 - Submission procedure will be indicated in the invitation
 - First round reviews due: October-November 2015
 - Final version of the paper: January-February 2016
 - Expected publication date: Mid 2016 – Late 2016.

[*Career Development International*](#), [*International Journal of Business and Globalisation*](#), and [*Research in International Business and Finance*](#) will publish a selection of high-quality papers presented at 6th International Research Meeting in Business and Management (IRMBAM-2015) in their regular issues. Interested authors should verify that their papers cover subjects that are relevant to the scope of the journal of their interest. All papers must go through the Journal's standard review process.

- Author guidelines: please see the corresponding website of each journal.
- Important dates are as follows:
 - Deadline to inform the conference co-chairs about the intention for publication: July 19, 2015
 - Deadline to submit the paper: August 31, 2015

Calls for Papers

3rd Paris Financial Management Conference (PFMC-2015)

14-15 December 2015 | IPAG Business School, Paris, France

<http://pfmc2015.sciencesconf.org/>

You are cordially invited to submit your research papers (*English only and in PDF files*) for presentation consideration at the third edition of the Paris Financial Management Conference (PFMC-2015) that will take place on 14-15 December 2015 at the breathtaking and enchanting “Saint-Germain-des-Prés” district of Paris.

This two-day conference, hosted by the IPAG Business School (France), aims to bring together academics, practitioners and policymakers sharing interests in financial management, financial markets, corporate governance, etc. It also provides a forum for presenting new research results as well as discussing current and challenging issues in financial management and related topics.

Keynote speaker

- Professor **Murillo Campello**, *Cornell University, United States*
- Professor **Raghavendra Rau**, *University of Cambridge, United Kingdom*

Submission

- Authors are invited to submit their complete papers (*in English*) in PDF formats via the conference website by **August 31, 2015**: <http://pfmc2015.sciencesconf.org/user/submit>.

Publication opportunities

A selection of high-quality research papers will be published in:

- a Special Issue of [International Review of Financial Analysis](#) on the conference theme

Also, in consultation with the conference organizers, and the managing and subject editors of [Emerging Markets Review](#) and [Journal of International Financial Markets, Institutions and Money](#), authors of selected papers will be invited to submit their papers to a regular issue of these journals.

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